

Message Text

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TAGS: BBSR, SW
SUBJECT: GLOBAL MARKET RESEARCH-FOOD PROCESSING AND PACKAGING
EQUIPMENT IN SWEDEN

1. SWEDISH MARKET INFORMATION RESEARCHER HAS PROVIDED
FOLLOWING ADDITIONAL INFORMATION.

2. REGARDING MARKET SIZE FOR PROCESSING EQUIPMENT, INDUSTRY EXPERTS
INCLUDING SYSTEM DESIGN CONSULTANTS AND ALFA LAVAL SOURCES HAVE BEEN
RECONTACTED AND HAVE RECONFIRMED THAT \$42.8 MILLION IN 1974 AND
\$44.4 IN 1977 ARE REALISTIC FIGURES; HIGHER ESTIMATES IN 1974 RE-
SEARCH MUST HAVE INCLUDED SWEDISH PRODUCTION OF EQUIPMENT FOR OTHER
MARKETS. THE EARLIER HIGH FIGURES INDICATE UNREASONABLY LARGE PER
CAPITA CONSUMPTION OF FOOD PROCESSING EQUIPMENT COMPARED TO OTHER
EUROPEAN COUNTRIES. FOOD PACKAGING EQUIPMENT MARKET SIZE
FIGURES GIVEN IN TABLES 1 AND 4 WERE DEVELOPED IN CONJUNCTION
WITH SWEDISH PACKAGING RESEARCH INSTITUTE (PAKFORSK) AND ARE MOST
AUTHORITATIVE AVAILABLE; THEY HAVE BEEN RECHECKED WITH PAKFORSK
BOTH BY RESEARCH CONTRACTOR AND POST SUPERVISING OFFICER. POST
NOTE: WE HAVE NO MEANS NOW TO DETERMINE HOW STATISTICS WERE
FORMULATED IN 1974 RESEARCH, BUT MESSAGES BETWEEN POST AND
USDOC FROM 1974 INDICATE CONSIDERABLE DISAGREEMENT OVER
RESEARCH FINDINGS AT THAT TIME.

3. ALL PRODUCTION FIGURES TAKEN FROM OFFICIAL SIND PUBLICATIONS
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DATED 1975-77. COPIES OF APPROPRIATE SECTIONS THESE PUBLICATIONS
WILL BE TRANSMITTED VIA O.M. TO MARKET RESEARCH DIVISION AS
ADDENDUM TO RESEARCH.

4. FIGURES SHOWING 9 PERCENT DECLINE IN 1977 EQUIPMENT PURCHASES
WERE BASED ON INDUSTRY INTERVIEWS DURING RESEARCH. SWEDISH
OFFICIAL STATISTICS PUBLISHED MARCH 1978 SHOW OVERALL DECLINE IN

EQUIPMENT INVESTMENTS OF 8 PERCENT IN 1977, THUS GIVING CREDENCE TO RESEARCH ESTIMATE.

5. BTN 84.30.509 INCLUDES FISH SCALING, SLICING, GRINDING AND SHELLING MACHINES; FRUIT AND VEGETABLE WASHING, PEELING, SHELLING, GRATING, PULPING, SEED REMOVAL AND STALK REMOVAL MACHINERY. 84.26.200 INCLUDES ALL DAIRY MACHINERY EXCEPT MILKING MACHINES. 84.19.409 CORRECT AS LISTED. 84.19.800 STRAPPING AND BUNDLING MACHINES; MACHINES TO ADD OUTER REINFORCEMENT TO PACKAGED GOODS.

6. THE ONLY FULL STUDY BY PAKFORSK ON PERCENTAGE OF PACKAGING DEVOTED TO FOOD WAS IN 1965 AND INDICATED 50 PERCENT. ESTIMATES IN 1974-76 SHOWED THE PERCENTAGE TO BE HIGHER IN THAT PERIOD BUT DROPPING NOW AND IN THE FUTURE DUE TO RELATIVE INCREASE IN NON-FOOD PACKAGING.

7. MARKET PERCENTAGES FOR MULTINATIONAL FOOD COMPANIES (PAGE 29) REFER TO VALUE.

8. KOTTPAC IS A SWEDISH PRODUCT, BUT THE DESIGNERS SAID ITS DEVELOPMENT WAS A RESULT OF EXCHANGES OF INFORMATION WITH AMERICAN INDUSTRY CONTACTS.

9. TABLE V.4 REFERS ONLY TO CONSUMPTION.

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10. BUREAU OF STATISTICS HAS BEEN ASKED FOR BREAKDOWN OF "OTHER FOOD PRODUCTS" CATEGORY BUT HAS NOT YET RESPONDED. INFORMATION WILL BE FORWARDED AS SOON AS RECEIVED.

11. MARKET RESEARCH FIRM INTERMARKET IS MOST ANXIOUS TO HAVE COMMENTS ON FOOD PROCESSING AND PACKAGING RESEARCH ON DENMARK WHICH WAS SUBMITTED IN DECEMBER.
KENNEDY-MINOTT

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